

KC BizCare – Business Customer Service Center

DATE: September 21, 2012

TO: Richard Usher, Assistant to the City Manager

FROM: John Pajor, KC BizCare

SUBJECT: Monthly Report – August 2012

In March of this year the blog *eVoice* reported that in a survey they conducted of small business owners the respondents cited time as their most valuable asset. With that in mind the staff of KC BizCare strive to help our customers eliminate the number of phone calls and/or visits they need to make to identify and comply with government regulations. Here are a few examples of how we helped clients in August:

- Staff met with a woman who is researching a transportation service with a specialized market niche. We referred her to the Missouri Department of Transportation's Motor Carrier Services Division so she could learn about the state requirements for intrastate "For-Hire" service providers and the federal rules for interstate transportation.
- In the process of opening a neighborhood grocery store, one of our customers needed to understand the eligibility requirements to receive payments from the SNAP (Supplemental Nutrition Assistance Program). We connected her with the regional representative of the USDA Food and Nutrition Service.
- Another client was exploring the idea of providing non-medical care for the elderly (also called homemaker chore services) that could be reimbursed through Medicaid. Investigation revealed a complicated set of eligibility requirements including submission of a business plan. Staff referred the client to free planning resources available through the Missouri Department of Economic Development and the Small Business Administration.

In addition to the above mentioned technical assistance, we referred 24 customers to a seminar on credit building and the Kansas City Regional Microloan Fund that was co-sponsored by Justine PETERSEN and the Kansas City Community Development Entity. We will continue to refer interested clients to upcoming workshops as well as track the number of small business owners who have received loans.

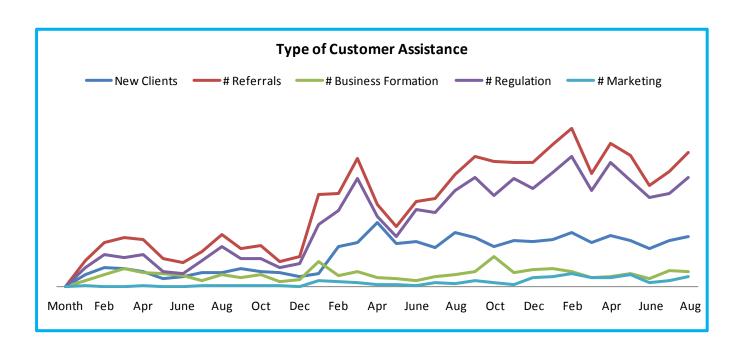
Referrals to City, State, Federal Departments & Resource Partners - A	ugust 2012	# of
Entity	Type of Referral	Referrals
City Departments		
Finance - Business Licensing	Regulatory	137
Finance - Earnings Tax	Regulatory	3
General Services - Procurement	Business Formation	2
Health - Food Protection	Regulatory	3
Human Relations - M/WBE	Business Formation	1
KC BizCare	Business Formation	5
Neighborhood & Community Services - Neighborhood Services Division	Regulatory	2
Planning & Development - Building Codes	Regulatory	4
Planning & Development - Contractor Licensing	Regulatory	2
Planning & Development - Development Assistance Team	Regulatory	1
Planning & Development - Development Management	Regulatory	3
Planning & Development - Home-based Business, IB # 117	Regulatory	54
Planning & Development - Permits Division	Regulatory	19
Planning & Development - Zoning Clearance	Regulatory	130
State Departments		
Missouri Department of Health - Child Care Services	Regulatory	1
Missouri Dept of Revenue	Regulatory	9
Missouri Dept of Transportation	Regulatory	2
Missouri Secretary of State	Regulatory	21
Federal Departments & Agencies		
IRS Small Business & Taxpayer Information	Regulatory	8
USDA Food and Nutrition Service	Regulatory	1
Resource Partners		
City of Raytown - Business License Office	Regulatory	1
Entrepreneurial Legal Services Clinic - UMKC	Business Formation	13
First Step Fund	Business Formation	1
Gladstone Area Chamber of Commerce	Business Form/Marketing	2
Google - Get Your Business Online	Business Form/Marketing	9
H & R Block Business and Career Center	Business Formation	1
Hispanic Economic Development Corporation	Business Form/Marketing	2
Internet Webpage Information	Business Form/Marketing	6
Inventor's Club of Kansas City	Business Formation	2
Jackson County Assessment Office	Business Formation	1
Justine Petersen Micro-lending Program	Business Formation	23
Kansas Secretary of State	Regulatory	1
Kansas Small Business Development Center	Business Formation	1
KC Artist Link	Business Formation	1
KCSourceLink	Business Form/Marketing	9
Mid-America Minority Business Development Council	Business Form/Marketing	2
Northland Regional Chamber of Commerce	Business Form/Marketing	3
SCORE of Kansas City	Business Formation	4

Referrals to City, State, Federal Departments & Resource Partners -	August 2012, continued	# of
Entity	Type of Referral	Referrals
South Kansas City Chamber of Commerce	Business Form/Marketing	1
Southtown Brookside Waldo Council	Business Form/Marketing	1
The Thinking Bigger Guide	Business Form/Marketing	3
UMKC Small Business & Technology Development Center	Business Formation	1
Total Referrals:		496

Networking Contacts	August 2012
Entity	Date
MainCor Development Corporation	8/1/2012
The Downtowners	8/8/2012
KCSourceLink	8/14/2012
Board of Zoning Adjustment	8/14/2012
EDC Business Retention Committee	8/15/2012
Mayor & City Council	8/16/2012
Hispanic Economic Development Corporation	8/17/2012
Troost Alliance	8/22/2012
Justine Petersen Micro Loan Program	8/23/2012
Mayor & City Council	8/24/2012
Small Business Development Working Group	8/28/2012

Month	New Clients	First Time in Business	%	Home-based Business	%
August	200	22	11.0%	77	38.5%
September	180	56	31.1%	56	31.1%
October	148	40	27.0%	47	31.8%
November	170	45	26.5%	45	26.5%
December	166	48	28.9%	41	24.7%
January	175	59	33.7%	55	31.4%
February	201	86	42.8%	72	35.8%
March	161	72	44.7%	61	37.9%
April	189	87	46.0%	70	37.0%
May	169	81	47.9%	62	36.7%
June	140	62	44.3%	55	39.3%
July	172	70	40.7%	50	29.1%
August	185	69	37.3%	54	29.2%
_	2256	797	35.3%	745	33.0%





Active Clients June 2009 - Dec 2010	471	542	608	664	695	732	783	850	905	955	993	1041
Month of 2010	Jan	Feb	Mar	Apr	May	June	July	Aug	Sep	Oct	Nov	Dec
Number of referrals	95	162	181	174	102	89	131	193	142	150	94	111
Number assisted with business formation	23	43	66	52	47	39	22	44	34	43	20	26
Number assisted with regulatory/licensing	69	118	109	118	54	49	96	147	105	103	72	84
Number assisted with marketing	3	1	1	4	1	1	4	2	3	4	2	1
% of w alk-ins assisted w ithin 10 minutes	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
% of emails/voicemails within 4 hours	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
% of clients follow -up w ithin 3 w eeks	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Number of networking events	9	9	3	8	6	5	5	5	6	7	7	4
Average satisfaction rate YTD	10	10	10	10	10	10	10	10	10	10	10	10

Active Clients June 2009 - Dec 2011	1189	1351	1586	1744	1871	2022	2117	2317	2497	2645	2815	2981
Month of 2011	Jan	Feb	Mar	Apr	May	June	July	Aug	Sep	Oct	Nov	Dec
Number of referrals	341	345	472	302	222	313	324	413	481	462	460	460
Number assisted with business formation	92	40	57	35	31	22	38	46	57	111	52	61
Number assisted with regulatory/licensing	231	283	401	259	185	286	273	355	402	290	401	364
Number assisted with marketing	22	18	14	8	6	5	13	12	22	14	7	35
% of walk-ins assisted within 10 minutes	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
% of emails/voicemails within 4 hours	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
% of clients follow -up within 3 weeks	N/A	100%	100%									
Number of networking events	7	4	9	2	6	7	9	13	9	10	13	10
Average satisfaction rate YTD	10	10	10	10	10	10	10	10	10	10	10	10

Active Clients June 2009 - YTD	3156	3357	3518	3707	3876	4016	4188	4370
Month of 2012	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug
Number of referrals	524	586	419	531	486	374	427	496
Number assisted with business formation	66	57	33	38	49	29	60	56
Number assisted with regulatory/licensing	421	483	354	459	394	329	346	402
Number assisted with marketing	37	47	32	34	43	16	21	38
% of w alk-ins assisted w ithin 10 minutes	100%	100%	100%	100%	100%	100%	100%	100%
% of emails/voicemails within 4 hours	100%	100%	100%	100%	100%	100%	100%	100%
% of clients follow-up w ithin 3 w eeks	N/A							
Number of networking events	4	20	18	8	11	16	7	11
Average satisfaction rate YTD	10	10	10	10	10	10	10	10

				rved in 2011,		NAICS co	des for 2001.
This is ho	w the data	breaks ou	t by industi	ry/business ac	tivity:		
2011 Busi	iness Custo	mers by N	AICS Code				
Primary b	ousiness ac	tivity:			#	%	
Agricultu	re, forestry	, fishing			3	0.1%	
Mining					2	0.1%	
Utilities					2	0.1%	
Construc	tion and tra	ades			241	12.0%	
Manufact	turing				78	3.9%	
Wholesa	le trade				60	3.0%	
Motor ve	hicle parts	& dealers			121	6.0%	
Retail tra	de/includi	ng electroi	nic shoppin	g	330	16.5%	
Transpor	tation/war	ehousing			56	2.8%	
Informati	ion/commι	unication			27	1.3%	
Finance/	insurance				38	1.9%	
Real esta	te/ rental l	easing			54	2.7%	
Professio	nal/scienti	ific/techni	cal services		169	8.4%	
Administ	rative supp	ort / wast	e managen	nent services	210	10.5%	
Education	nal services	S			20	1.0%	
Healthca	re and socia	al assistan	ce		70	3.5%	
Arts, ente	ertainment	, or recrea	tion		79	3.9%	
Accomod	lations or fo	ood service	167	8.3%			
Other se	rvices, inclu	uding repa	254	12.7%			
Religious	, grant mak	king, civic o	organizatio	ns	20	1.0%	
Total:		_			2001	100.0%	

- Agriculture, forestry, fishing
- Mining
- Utilities
- Construction and trades
- Manufacturing
- Wholesale trade
- Motor vehicle parts & dealers
- Retail trade/including electronic shopping
- Transportation/warehousing
- Information/communication
- Finance/insurance
- Real estate/ rental leasing
- Professional/scientific/technical services
- Administrative support / waste management services
- Educational services
- Healthcare and social assistance
- Arts, entertainment, or recreation
- Accomodations or food service
- Other services, including repair and personal services
- Religious, grant making, civic organizations

